

BALTIMORE COUNTY DEPARTMENT OF AGING (BCDA)
COMMUNITY RESOURCES 2018/Volunteer Luncheon SPONSORSHIP CONTRACT
Baltimore County Department of Aging – Office of Communications
611 Central Ave., Room 302 -Towson, Maryland 21204
Phone: 410-887-2012/Fax: 410-887-2159 E-mail: dorlove@baltimorecountymd.gov

(PLEASE PRINT CLEARLY)

Organization/Business Name: _____

Telephone No: _____ Website: _____

Street Address: _____

City, State, Zip: _____

(For reference only/will not be published - PLEASE PRINT CLEARLY)

Contact Name: _____ Title: _____

Cell Phone: _____ E-Mail Address: _____

Office Phone No: _____ FAX No: _____

Community Resources 2018 is a regional directory in scope and distribution. This annual publication contains Baltimore County and City information and resources. The directory is online at www.baltimorecountymd.gov/communityresources. Sponsorship benefits include a highlighted listing(s) featuring: one business name, a maximum of two telephone numbers, website and tag line in specified categories. Some categories also provide the option of a printed address. All sponsors receive a printed listing in a maximum of 75,000 copies of *Community Resources 2018*. Guest level sponsorships (\$500) and higher will also receive multiple highlighted listings as well as the opportunity to promote their services, based on availability, to a target audience (approximately 1200 older adults) at the **Volunteer Recognition Luncheon at Martin's West on May 18, 2017.**

☐ **COMMUNITY RESOURCES 2018/Recognition Level: \$250.00**

Benefits include:

- One-time highlighted listing of your business name, two telephone numbers, website and tag line
- *Specific categories also include one printed address
- *Senior Digest*, BCDA's newspaper with a readership of 25,000 will feature your business sponsorship
- Your business name will be printed in the Volunteer Luncheon's program book
- Your business name will be printed on sponsorship cards displayed on each table at the Volunteer Luncheon

☐ **COMMUNITY RESOURCES 2018/Guest Level: \$500.00**

Same advertising opportunities as above, plus:

- Host a table to display/distribute literature at the Volunteer Luncheon
- Two guests from your business will also be invited to attend the Volunteer Luncheon to market your services to attendees and network with other sponsors
- Your business name will be guaranteed a maximum of 5 highlighted listings in *Community Resources 2018* - *this is the preferred listing for 5 or less categories or locations
- One black/white 1/16 page, (camera ready) advertisement in *Senior Digest*; valid for one year from the sponsorship contract date – valued at \$58.00

☐ **COMMUNITY RESOURCES 2018/Business Sponsorship: \$1,000.00**

Same advertising opportunities as above, plus:

- Your business name and other information will be guaranteed a maximum of 10 highlighted listings in *Community Resources 2018*
- Your business name or logo will be printed on 1600 luncheon invitations; sponsorship contract/payment must be received by March 20, 2017
- Guaranteed a premier location at the Volunteer Luncheon

☐ **COMMUNITY RESOURCES 2018/Premier Book Sponsorship: \$2,000.00**

Same advertising opportunities as above, plus:

- One black/white ½ page (camera ready) advertisement in *Senior Digest*; valid for one year from the sponsorship contract date – *this replaces 1/16 page advertisement – valued at \$393.00
- Your business name and other information will be printed in a maximum of 20 highlighted listings in *Community Resources 2018*
- Your company banner displayed at Volunteer Luncheon

☐ **COMMUNITY RESOURCES 2018/Overall Sponsorship: \$3,000.00**

Same advertising opportunities as above, plus:

- Unlimited multiple listings in *Community Resources 2018*

☐ **COMMUNITY RESOURCES 2018/Volunteer Luncheon Gift Sponsorship - \$6,000.00**

Selected/Purchased by BCDA. This gift is presented to volunteers at the luncheon. Same advertising opportunities as above, plus:

- welcoming volunteer honorees and guests from the stage – 5 minutes
- a full-page (camera ready) letter in Volunteer Luncheon Program Book (based on BCDA approval)
- ¼ page color (camera ready) ad in *Senior Digest* (edition negotiable)
- ¼ page b/w (camera ready) ad in BCDA's health publication; sponsorship contract/payment must be received by March 20, 2017; value exceeds \$1000.00

☐ Customized Sponsorships Available for Gift Sponsorship only – please call 410-887-2012

In order to receive ALL of the benefits associated with your sponsorship level, please submit your contract by March 20, 2017, unless otherwise indicated. Your business will receive a highlighted listing(s) in up to 75,000 copies of *Community Resources 2018*. Additionally, your business listing will also be available online as part of *Community Resources 2018* for one year. Visit www.baltimorecountymd.gov/communityresources to view the current directory. *Community Resources 2018* is distributed for one year.

*****Upon return of your fully executed contract, you will be invoiced by Baltimore County, MD.*****

Your questions are important to us - please call 410-887-2012.

RULES AND REGULATIONS:

1. BCDA reserves the right to edit your listing without affecting content.
2. If your listing information changes, it is the responsibility of the contracting sponsor/person, indicated on this contract, to e-mail the revision to dorlove@baltimorecountymd.gov. Please confirm receipt.
3. Marketing benefits at the Volunteer Luncheon and printed listings will not be published in *Community Resources 2018* until full payment has been received by the date specified.
4. Guest level sponsors hosting a table at the Volunteer Luncheon are reserved on a first-come, first-serve basis. Tables are reserved for Business, Premier, Overall and Gift Sponsors.
5. Sponsors receiving advertisement benefits in *Senior Digest* must use their ad within one year of their signed contract. A *Senior Digest* ad pack will be e-mailed with copy deadlines and ad requirements upon receipt of your contract. To receive this benefit, your sponsorship invoice needs to be paid-in-full.
6. NO REFUNDS under any circumstances.

We hereby contract with the BCDA for the advertising sponsorship indicated above.

Signature: _____

Title: _____

Print Name: _____ Date: _____

Directions to sponsor/advertise in *Community Resources 2018*:

1. Complete above contract.
2. E-mail (dorlove@baltimorecountymd.gov) or FAX your completed contract to 410-887-2159. Confirm receipt.
3. Upon receipt of your contract, you'll receive an e-mail providing the information required for your printed listing for *Community Resources 2018* as well as other promotional benefits associated with your sponsorship level.